



The Tourism Innovation Awards, the sector's "Oscars", return to recognize leading destinations, hotels and companies

The awards, held as part of TIS – Tourism Innovation Summit 2026, will recognize the most innovative, digital and sustainable projects that are revolutionizing the tourism sector

Madrid, June 11, 2026. [TIS – Tourism Innovation Summit](#) returns to Seville, Spain, from **October 6 to 8** and will host a new edition of the **Tourism Innovation Awards 2026**. These awards aim to recognize companies, projects and initiatives that are transforming the global tourism industry through innovation, technology and digitalization, with the goal of moving toward a more efficient, competitive and sustainable model, keeping the traveler at the center.

According to **Silvia Avilés**, director of **TIS**, *"with these awards, we want to recognize those who are making a decisive contribution to redefining tourism through innovation, technology and new ways of understanding the traveler's experience. The Tourism Innovation Awards are an opportunity to highlight projects with real transformative potential, foster international partnerships and accelerate solutions that help build a tourism industry that is more competitive, responsible and prepared for the challenges of the future"*.

The awards are open to all companies, universities, suppliers, executives, business schools, academics, researchers, analysts, journalists, startups, scale-ups, accelerators, science and technology parks and innovation centers around the world.

The upcoming edition of the Tourism Innovation Awards will feature six categories

This year, the awards will feature six categories, reflecting the major challenges and trends that are transforming the tourism industry. Among them is the **AI & Digital Innovation Impact Award**, which will recognize projects capable of applying artificial intelligence and technology to have a tangible impact on business, operational efficiency or the traveler experience, focusing on real-world cases where innovation has moved beyond the experimental phase to deliver measurable results.

The **Next-Gen Customer Experience Award** will also highlight initiatives that are enhancing the customer's experience through more personalized, consistent and distinctive offerings. Meanwhile, the **Travel Innovation & New Business Model Award** will highlight innovative business models that are helping to transform the tourism sector, ranging from vertical platforms and hybrid models to new approaches related to distribution and monetization.

Likewise, the **Sustainable & Regenerative Tourism Award** will highlight initiatives that generate a real and positive impact in the environmental, social and economic spheres, with a special focus on projects that go beyond sustainability to move toward regenerative models. In the category of the **Travel Tech New Business Model Award**, the recognition will go to entrepreneurs, startups and innovative projects that integrate sustainability, technology and customer-centric principles, driving positive disruption and setting new standards in the TravelTech ecosystem. Finally, the **Diversity, Talent & Future Workforce Award** will recognize projects that are redefining talent management in the tourism sector through new organizational models, collaboration between people



and technology and the development of more inclusive work cultures prepared for the challenges of the future.

All interested organizations may [submit their applications](#) by **September 12, 2026**. In previous editions, the Tourism Innovation Awards have recognized the most disruptive initiatives from companies such as Radisson Hotel Group, United Waterways, Segittur, Hotelverse, and Ilunion Hotels, highlighting their commitment to technological innovation, sustainability and the digital transformation of the tourism sector.

‘The new generation of travel & hotel tech’

Under the claim ‘The new generation of travel & hotel tech’, the seventh edition of TIS2026 will focus on two of the industry’s major segments, **destinations and hotels**, with the goal of not only introducing them to new technologies but also helping them implement these technologies strategically to generate a tangible impact on their businesses and bottom lines.

The event will thus address technological trends applied to tourism in a context marked by artificial intelligence and digitalization and will present the latest traveltech solutions that help the industry better understand travelers’ new needs, design more personalized experiences and advance innovation and sustainability projects.

About TIS – Tourism Innovation Summit (October 6-8, 2026, FIBES Seville): [TIS – Tourism Innovation Summit](#) is an international forum for innovation, trends, and reflection for the tourism sector that offers executives and companies in the sector the opportunity to learn about the latest technological solutions and products to improve their competitiveness. Over three days, TIS will bring together more than 8,000 tourism professionals who come in search of the latest solutions to help them promote their destination or tourism business. In addition, more than 400 experts from around the world will share their strategies and success stories at the Tourism Innovation Global Summit to promote smarter, more digital, and more sustainable tourism.